

# **A Multimodal Analysis in *Pantene* Advertisements**

A Research Paper

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# **A Multimodal Analysis in *Pantene* Advertisements**

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar  
Sarjana Sastra pada Fakultas Pendidikan Bahasa dan Sastra

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**PAGE OF APPROVAL**

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## **ABSTRACT**

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This study aims to investigate how *Pantene* Indonesian and International ads verbally and visually represent the image of women with beautiful strong hair and the ads' differences by means of Halliday's transitivity system (2014) and Kress and van Leeuwen's (2006) point of view. This study also focuses on what the differences signify. The study analyzes eight *Pantene's* advertisements, which consist of four Indonesian and International ads respectively. The data taken for this study are the *Pantene* Indonesian and International ads, focusing on the ads that show their brand ambassadors. The results of this study show that *Pantene* Indonesian ads describe women with strong hair as something that is coveted by women in Indonesia. Similarly, in *Pantene* International ads, the figure of a woman with strong and beautiful hair is described as a beautiful woman. In the *Pantene* Indonesian advertisement, it can be seen that ads makers use the implicit persuasive method, whereas in the International *Pantene*, the method is explicit declarative employed which can be seen by viewers directly. These differences verify the stereotypes attached to Indonesian and International market, namely being communal and individual, respectively.

**Keywords:** multimodality, representation, verbal modes, visual mode

## TABLE OF CONTENTS

PAGE OF APPROVAL.....	i
STATEMENT OF AUTHORIZATION.....	ii
PREFACE.....	iii
ACKNOWLEDGEMENT.....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	vii
LIST OF FIGURES.....	viii
ABSTRACT.....	ix
CHAPTER I.....	1
INTRODUCTION.....	1
1.1. Background.....	1
1.2. Statements of Problems.....	3
1.3. Purposes of Research.....	4
1.4 Scope of Study.....	4
1.5. Significance of Study.....	4
1.6. Clarification of Key Terms.....	5
1.7 Organization of Paper.....	5
CHAPTER II.....	6
2.1 Systemic Functional Linguistic approach to multimodal analysis.....	6
2.2 Ideational Metafunction.....	7
2.3 Transitivity.....	7
2.4 Verbal and Visual Modes.....	12
2.5 Multimodality.....	13
2.6 Representation.....	14
2.7 Representational Meaning in Grammar Visual Design.....	15
2.8 Interactional Meaning in Grammar Visual Design.....	19
2.9 Compositional Meaning in Grammar Visual Design.....	22
2.10 Transitivity Verbal and Visual.....	23
2.11 Previous Studies.....	24
CHAPTER III.....	29
3.1 Research Design.....	30
3.2 Stages of Research.....	30

3.3 Data Collection .....	31
3.4 Data Analysis .....	31
CHAPTER IV .....	33
4.1 General Findings .....	33
4.1.1 Representational, Interactional and Compositional Meaning of the ads ..	35
4.1.2 Findings of Verbal Text Analysis .....	41
4.2 The Difference of Beautiful Strong Hair Representation in <i>Pantene</i> Indonesian Ads and <i>Pantene</i> International Ads .....	45
4.3 Discussion .....	48
CHAPTER V .....	53
5.1 Conclusions .....	53
5.2 Suggestion .....	55
BIBLIOGRAPHY .....	56

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